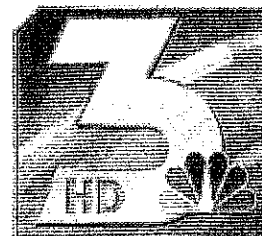


**ORDER****KSNV****Orders**

**Order / Rev:** 104757  
**Alt Order #:** 06836570  
**Product Desc:** NV  
**Estimate:** 2891  
**Flight Dates:** 07/27/12 - 08/16/12  
**Original Date / Rev:** 07/26/12 / 08/06/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**

**Name:** National Media, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Ln.  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**

**Name:** ~~RNC-IE~~ *Revised*  
**Demographic:** A35+  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
06/25/12	07/29/12	26	\$66,675.00	\$56,673.75
07/30/12	08/16/12	88	\$91,550.00	\$77,817.50

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
July 2012	26	\$66,675.00	\$56,673.75	0.00
August 2012	88	\$91,550.00	\$77,817.50	0.00
<b>Totals</b>	<b>114</b>	<b>\$158,225.00</b>	<b>\$134,491.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

Order Share	Share	Total
KSNV	59%	\$158,225.00
Market	100%	\$268,177.97

**Competitive Share**

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	11%	\$29,499.58
KLTX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	11%	\$29,499.58
KTUD	1%	\$2,681.78
KVVU	14%	\$37,544.92
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	4%	\$10,727.12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	07/27/12	08/16/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	4	\$400.00	1	0.00	NM	11	\$4,400.00

M-F 5-6a WakeUp w/Wagners  
 COMMENTS APPLY TO SUB LINES A THRU C  
 WAKE W/WAGNRS1



Order / Rev: 104757  
 Alt Order #: 06836570  
 Flight Dates: 07/27/12 - 08/16/12

Advertiser: RNC-IE  
 Product Desc: NV  
 Estimate: 2891  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 13	KSNV	07/28/12	07/28/12	Olympics Daytime Week	CM	4am-6pm	-----S-	:30	4	\$1,700.00	3	0.00	NM	4	\$6,800.00
Olympics Daytime WEEKEND															
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					4	\$1,700.00		0.00			
E 14	KSNV	08/04/12	08/04/12	Olympics Daytime Week	CM	4am-6pm	-----S-	:30	5	\$1,700.00	3	0.00	NM	5	\$8,500.00
Olympics Daytime WEEKEND															
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S-					5	\$1,700.00		0.00			
E 15	KSNV	08/05/12	08/05/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	5	\$1,700.00	3	0.00	NM	5	\$8,500.00
Olympics Daytime WEEKEND															
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					5	\$1,700.00		0.00			
E 16	KSNV	07/29/12	07/29/12	Olympics Daytime Week	CM	4am-6pm	-----S	:30	5	\$1,700.00	3	0.00	NM	5	\$8,500.00
Olympics Daytime WEEKEND															
OLYMPIC WKND															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					5	\$1,700.00		0.00			
E 17	KSNV	07/27/12	08/16/12	M-F Early News	CM	5-630p	MTWTF--	:30	10	\$1,000.00	1	0.00	NM	22	\$22,000.00
M-F Early News															
COMMENTS APPLY TO SUB LINES A THRU B															
NEWS 3/NBC NITELY NWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					10	\$1,000.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					10	\$1,000.00		0.00			
Week:		08/10/12	08/16/12	MTWTF--					2	\$1,000.00		0.00			
E 18	KSNV	07/28/12	08/04/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	1	\$1,000.00	1	0.00	NM	2	\$2,000.00
Sa-Su Early News															
WKND ED1 NW3-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$1,000.00		0.00			
Week:		07/30/12	08/05/12	-----S-					1	\$1,000.00		0.00			
E 19	KSNV	07/29/12	08/05/12	SUN. 6PM NEWS OLYM	CM	Sun. 6p-7p	-----S	:30	1	\$1,000.00	1	0.00	NM	2	\$2,000.00
SUN 6p News Hour OLYMPICS															
WKND ED1 NW3-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					1	\$1,000.00		0.00			
Week:		07/30/12	08/05/12	-----S					1	\$1,000.00		0.00			
E 20	KSNV	07/27/12	08/09/12	M-F Jeopardy	CM	630-7pm	MTWTF--	:30	1	\$1,100.00	1	0.00	NM	4	\$4,400.00
M-F Jeopardy															
COMMENTS APPLY TO SUB LINES A THRU B															
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWTF--					1	\$1,100.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					3	\$1,100.00		0.00			
E 21	KSNV	07/27/12	08/16/12	News 3 Olympic Zone	CM	7:30-8:00PM	MTWTF--	:30	5	\$750.00	1	0.00	NM	11	\$8,250.00
News 3 Olympic Zone															
COMMENTS APPLY TO SUB LINES A THRU B															
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/27/12	08/02/12	MTWT---					5	\$750.00		0.00			
Week:		08/03/12	08/09/12	MTWTF--					5	\$750.00		0.00			
Week:		08/10/12	08/16/12	----F--					1	\$750.00		0.00			
E 22	KSNV	07/28/12	08/04/12	News 3 Olympic Zone	CM	7:30-8:00PM	-----S-	:30	1	\$750.00	1	0.00	NM	2	\$1,500.00
News 3 Olympic Zone															
OLYMPIC ZONE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					1	\$750.00		0.00			
Week:		07/30/12	08/05/12	-----S-					1	\$750.00		0.00			
E 23	KSNV	08/10/12	08/16/12		CM	7pm-12am	MTWTF--	:30	1	\$6,000.00	3	0.00	NM	1	\$6,000.00

Order / Rev: 104757  
 Alt Order #: 06836570  
 Flight Dates: 07/27/12 - 08/16/12

Advertiser: RNC-IE  
 Product Desc: NV  
 Estimate: 2891

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Olympics Primetime											
				Olympics Primetime											
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/10/12	08/16/12	----F--					1	\$6,000.00		0.00			
E 24	KSNV	08/03/12	08/09/12	Olympics Primetime	CM	7pm-12am	MTWTFS-	:30	1	\$6,000.003		0.00	NM	1	\$6,000.00
				Olympics Primetime											
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	MTWTFS-					1	\$6,000.00		0.00			
E 25	KSNV	07/27/12	07/27/12	Olympics Opening Ceremony	CM	730p-12a	----F--	:30	2	\$10,000.003		0.00	NM	2	\$20,000.00
				Olympics Opening Ceremony											
OLY OPN CRMNY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	----F--					2	\$10,000.00		0.00			
E 26	KSNV	07/28/12	07/28/12	Olympics Primetime	CM	7pm-12am	-----S-	:30	2	\$6,000.003		0.00	NM	2	\$12,000.00
				Olympics Primetime											
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S-					2	\$6,000.00		0.00			
E 27	KSNV	08/05/12	08/05/12	Olympics Primetime	CM	7pm-12am	-----S	:30	1	\$6,000.003		0.00	NM	1	\$6,000.00
				Olympics Primetime											
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$6,000.00		0.00			
E 28	KSNV	07/29/12	07/29/12	Olympics Primetime	CM	7pm-12am	-----S	:30	2	\$6,000.003		0.00	NM	2	\$12,000.00
				Olympics Primetime											
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/23/12	07/29/12	-----S					2	\$6,000.00		0.00			
N 29	KSNV	08/02/12	08/02/12	Olympics Prime REPEAT	CM	1135pm - 5am	---T---	:30	1	\$200.003		0.00	NM	1	\$200.00
				Olympics Prime REPEAT											
OLYMPIC PT															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	---T---					1	\$200.00		0.00			
N 30	KSNV	08/09/12	08/09/12	M-F 6-7a WakeUp w/Wagners	CM	6-7a	---T---	:30	1	\$700.001		0.00	NM	1	\$700.00
				M-F 6-7a WakeUp w/Wagners											
NW3 AT SUNRISE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		08/03/12	08/09/12	---T---					1	\$700.00		0.00			
N 31	KSNV	08/05/12	08/05/12	Olympics Daytime Weekend	CM	4am-6pm	-----S	:30	1	\$0.0016		0.00	NM	1	\$0.00
				Olympics Daytime WEEKEND											
EXTRA SPOT WHICH AIRED IN ERROR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		07/30/12	08/05/12	-----S					1	\$0.00		0.00			
													Totals	114	\$158,225.00